

**DEPARTMENT OF ALCOHOLIC BEVERAGE CONTROL**

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**FOR IMMEDIATE RELEASE**

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**ABC CITES CLERKS FOR SELLING ALCOHOL TO MINORS**

Big Bear City / Big Bear Lake – Investigators of the California Department of Alcoholic Beverage Control (ABC) have cited 5 people for selling alcohol to minors. The action was the result of a compliance check operation in which minors under the direct supervision of the investigators, attempted to purchase alcohol from retail licensees in Big Bear City / Big Bear Lake.

Those who sold to the minor face a maximum fine of \$250, and/or 24 to 32 hours of community service for a first violation. In addition, ABC will take administrative action against the business's liquor license. That may include a fine, a suspension of the liquor license, or the permanent revocation of the license.

The minor decoy was able to purchase alcohol from the following locations:

Community Market  
100 E. Big Bear Blvd.  
Big Bear City

Liquor Junction  
1041 W. Big Bear Blvd.  
Big Bear City

L & H Liquor Market  
519 S. Pine Knot  
Big Bear Lake

7 Eleven Store 2171 22809  
41440 Big Bear Blvd., A  
Big Bear Lake

7 Eleven Store 2171 32151  
41901 Big Bear Blvd.  
Big Bear Lake

Under the Minor Decoy operation, the minor must be under the age of 20, must have the appearance of a minor, cannot wear clothes or jewelry that would make them look older, and must answer truthfully if asked their age.

ABC is conducting the compliance checks state-wide to reduce the availability of alcohol to minors. Young people under the age of 21 have a higher rate of drink driving fatalities than the general adult population.

Minor decoy operations have been conducted by local law enforcement throughout the state since the 1980's. When the program first began, the violation rate of retail establishments selling to minors was as high as 40 to 50 percent. When conducted on a routine basis, the rate has dropped in some cities as low as 10 percent or even below. The latest violation rate statewide is almost 24 percent, or nearly one in five retail licensees selling to minors.

In 1994, the California Supreme Court ruled unanimously that use of underage decoys is a valid tool of law enforcement to ensure that liquor licensees are complying with the law.

Funding for this program was provided by a grant from the California Office of Traffic Safety, through the Business, Transportation and Housing Agency, which is under the direction of Secretary Sunne McPeak Wright, a member of the Governor's Cabinet.

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